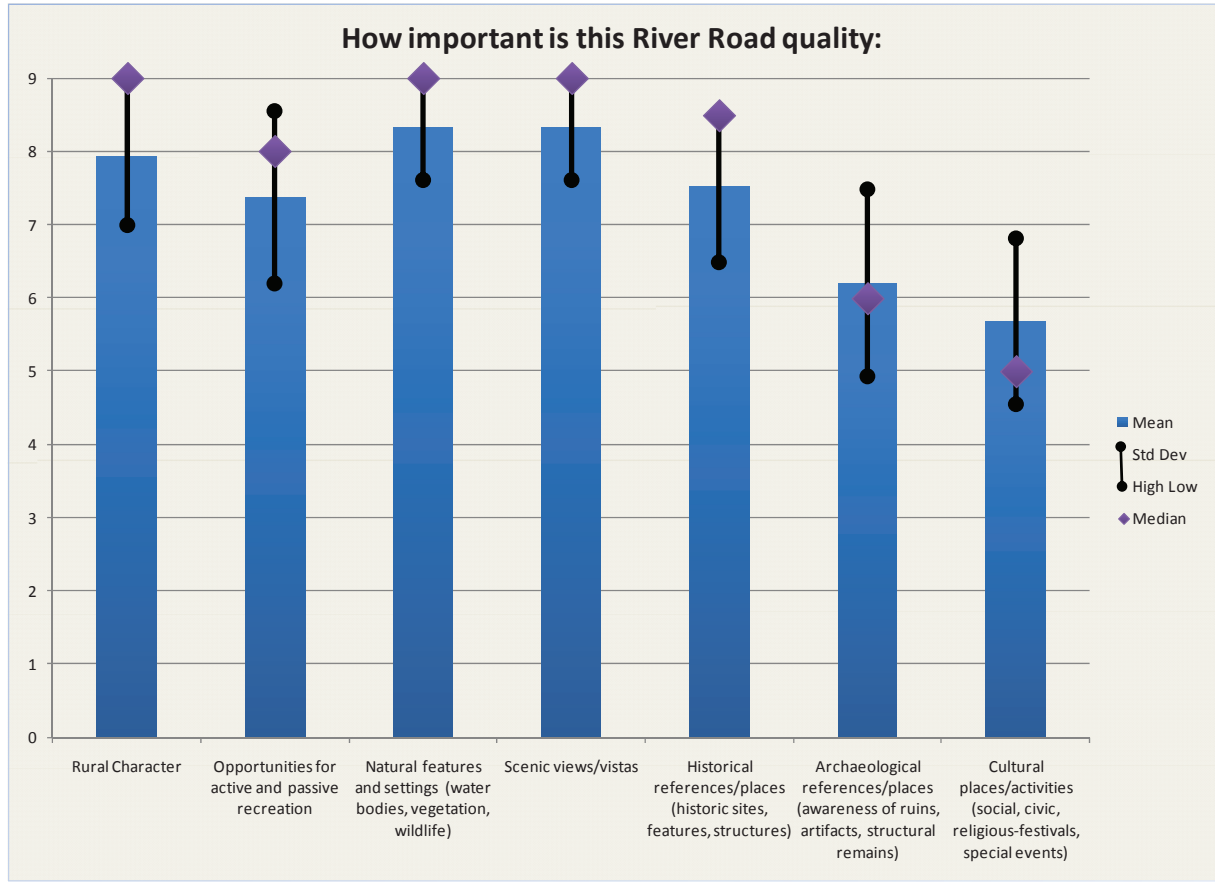


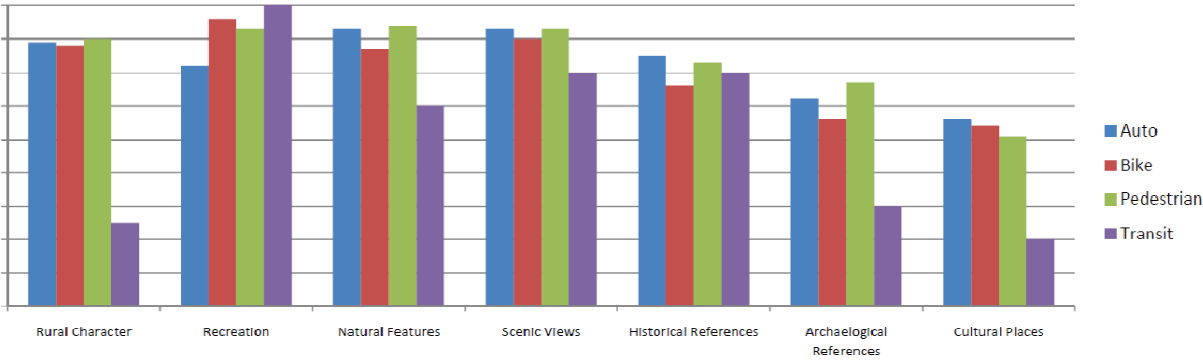
River Road Qualities

Participants were asked to evaluate the importance of various River Road qualities on a scale of 1-9, where 9 = Extremely Important and 1 = Not Important at All. In general,

- Natural/Scenic/Rural features of River Road were most highly scored (7.9 or higher)
- All Qualities received a favorable rating (cultural places, at 5.7, was the lowest score)
- Each Quality’s Level of Importance did not vary significantly across different modal users
- Each Quality’s Level of Importance did not vary significantly across different zones of residence



River Rd Qualities



River Road Qualities: By Place of Residence

